



# United States Department of the Interior



## BUREAU OF LAND MANAGEMENT

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EMS TRANSMISSION: 2/19/02  
Instruction Memorandum **NO. CA-2002-030**  
Expires: 9/30/2003

To: All California Offices

From: State Director, California

Subject: Managing Mailing Lists for Customer Outreach

**DD: 3/15/2002**

### **Program Area:** All

**Purpose:** To provide Field Offices with instructions on the use and maintenance of mailing lists through the **National Mail List System**.

**Background:** During the past four years, BLM-California has actively participated in the **National Mailing List System**, which provides one consistent source for customer mailing addresses. The **National Mail List System** provides capabilities to build custom mailing lists for individual projects, and is a critical tool for all managers, planners, program leads, and resource specialists involved in customer service and outreach opportunities. BLM employees can manage their mail lists by adding, editing, deleting address records and printing mailing label from their own computers.

The **National Mail List System** currently has address records for all California elected officials (updated by the State Office after every election), news media (updated once a year by the State Office), government agencies, partners, key constituents, etc. In creating a new mail list, you do not need to research addresses for these officials, the addresses are already in the system. Currently, there are over 77,000 records in the system - nearly 47,000 belong to California. Of those, 50% have been updated this past year.

In addition to mailing addresses, the **National Mail List System** is a place to store your e-mail addresses, phone numbers, fax numbers, etc. While the electronic publications News.bytes, with over 50,000 email address, is not currently using the National Mail List System, it may in the future.

Nevada, Arizona, New Mexico, California, and the Washington Office are currently on-line using the system, with other states beginning to implement the system (Colorado, Oregon, and Montana).

**Policy/Action:** Due to the increased public interest in many of our projects, programs, and issues, and our commitment to customer service, it is important that each office input their mailing lists into the **National Mail List System**. Major planning efforts, such as the WEMO, NEMO, NECO, and any plan that has the possibility of gaining national attention, must have its mail list in the National system. All offices have

had staff trained on how to use the system and additional training is available in either a classroom setting or on a one-on-one basis.

To maintain the integrity of the mail list data, each field office should have someone designated as a coordinator to ensure every office is using the system correctly. Please submit the names of your field office coordinator to Elaine Downing, [edowning@ca.blm.gov](mailto:edowning@ca.blm.gov), by March 15, 2002.

**Contact:** Any questions regarding the National Mail List System should be referred to AJ Ajitsingh, State Office External Affairs (916) 978-4614 or Elaine Downing, Needles Field Office (760) 326-7003.

Signed by:  
Mike Pool  
State Director

Authenticated by:  
Richard A. Erickson  
Records Management